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HISTORY
OF THE
WOODBINE COLONY



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HISTORY OF THE WOODBINE COLONY



BARON De HIRSCH



BARONESS De HIRSCH



THE BARON De HIRSCH AGRICULTURAL SCHOOL

*"O Maccabaus,
Oulcasts are we, and fugitives as thou art,
Jews of Jerusalem, that have escaped
From the polluted city, and from death."*
—LONGFELLOW.

GRATITUDE—who understands its meaning? Those who have been brought by some kind hand, to enjoy better things, to see life in a brighter light, and to live it on a higher plane; whose hearts well up within them in thanksgiving for the blessings bestowed, are the ones who understand the meaning of the word "gratitude."

So one finds the people of the Woodbine Colony. And why?



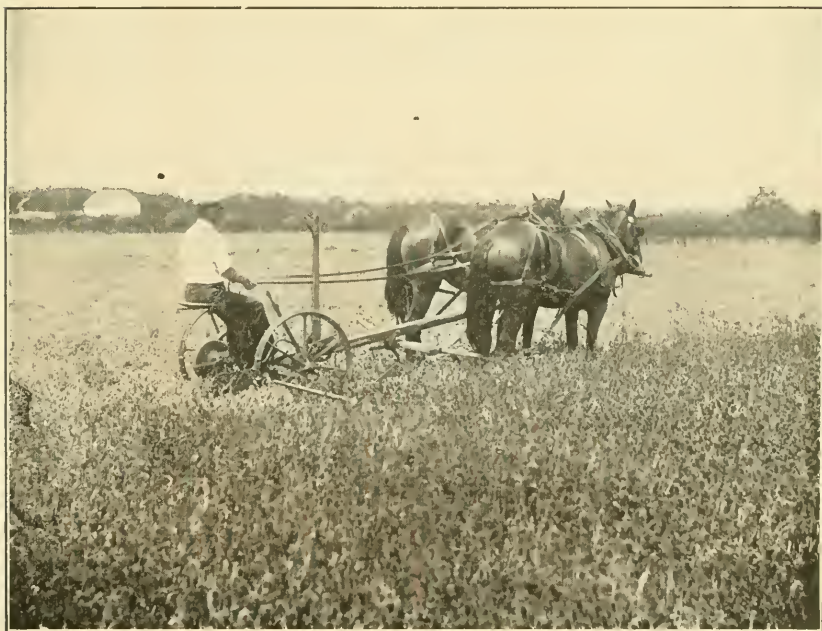
De HIRSCH HALL

Look for one moment at the lot of these people in the past, and then look upon their now happy life, full of contentment and fraught with opportunities that they little dreamed of ever enjoying on this earth.

Driven by cruel oppression, that in many cases meant massacre or a living death, to the shores of a new and unknown land, among a people of a strange tongue; to find their ways into the crowded cities and settle in the "Ghettos;" there to work out a miserable existence in the "sweat-shops," where disease and immorality sapped their physical and spiritual vitality. Such was the condition of most of the people who now form the Woodbine Colony.

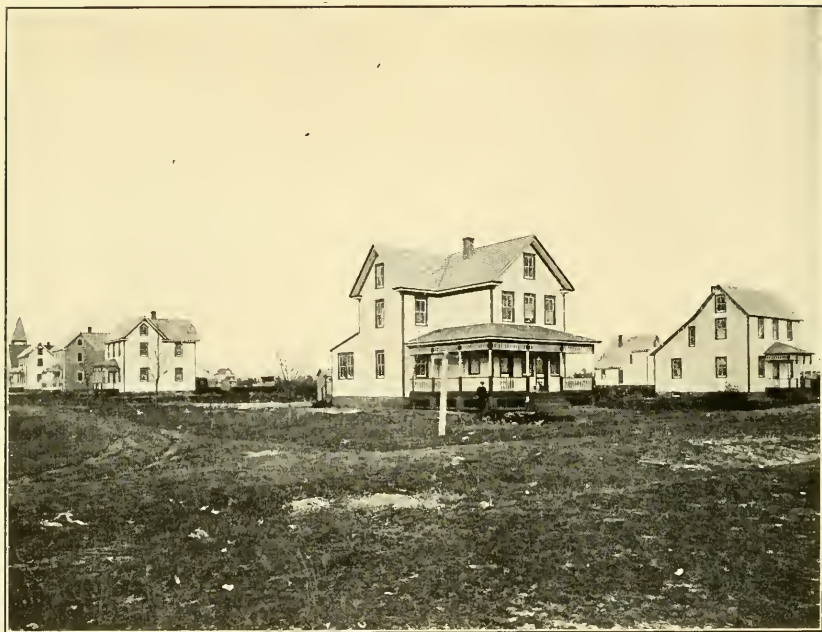
At Woodbine the scene changes; here one finds a most progressive, patriotic, prosperous and contented Americanized citizen, whose eyes are bright, whose heart is light, whose body is rugged and healthy, and whose mind is clear and clean. Here they find employment under the most favorable conditions, working and living in an open country where plenty of God's free sunshine and air plays about them; invigorating and strengthening the body and mind; enabling them to perform their daily tasks without the hardships of former days.

No wonder the hearts of the people of Woodbine turn with gratitude to the memory of Baron de Hirsch, who set aside a large portion of his vast wealth as a fund for the uplift of humanity. No wonder they look upon their little city with



STUDENT WORKING IN THE FIELD

HISTORY OF THE WOODBINE COLONY



WORKINGMEN'S HOMES

love and patriotic pride, when such happiness and comforts have been made possible for them to enjoy.

In August, 1891, when the cruel oppression upon the Russian and Roumanian Jews had forced thousands of refugees to seek homes within the borders of this free and enlightened land, the Trustees of the Baron de Hirsch Fund laid the foundation of the Woodbine Colony.

Woodbine is located in the Southeastern part of New Jersey, in Cape May County; 57 miles from Philadelphia, 6 miles from the sea and 3 miles from the Delaware Bay. The climatic conditions are delightful; situated, as it is, right in the Pine Belt of New Jersey and swept by ocean breezes, make Woodbine a most healthful place to live.

The Trustees of the Fund left by the Baron de Hirsch, are fostering the Colony at Woodbine, with the view of improving the general condition of the Hebrews and others, by taking them out of the "Ghettoes" and congested, cramped and unhealthy quarters of the large cities and colonizing them under conditions that are elevating and enlightening ; also to afford employment that would enable them to become useful, self-sustaining and self-respecting, independent home-owners.

A tract containing about 5300 acres of barren land was purchased with the intention of dividing it into small farms of 30 acres each, and to settle as many families as would like to maintain themselves by the healthy and honorable occupation



ONE OF THE PUBLIC SCHOOLS



FACTORY BUILDING—THE WOODBINE CHILDREN'S CLOTHING CO.

of farming. A farm of 30 acres in this part of the country, used for truck raising, will yield a yearly income of from \$600 to \$700.

During the first year twenty-five families started the work of clearing away the ground; since then hundreds of acres have been cleared off and are now prosperous farms, producing thousands of dollars worth of crops yearly. A ready market is found for the farms' products in the nearby towns.

The steady influx of people soon made it apparent that those for whom the enterprise was started, fully realized the advantages to be gained by a life under such ideal conditions; it also made it apparent that instead of an entirely farming district,

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a large town would shortly occupy the site, and that all pursuits of commercial life would be found at Woodbine.

No wonder the traveller, who saw the Woodbine site 20 years ago, now holds his breath at the sight of the wonderful growth of the town. The complete transformation of a stretch of barren land into a well-cultivated farming district and a prosperous, industrious town, with a thorough Municipal Government, Public Schools, Churches and a number of large industrial enterprises, with payrolls amounting to over \$300,000.00 annually.

The wide, well-kept streets, lined with stately trees, illuminated at night by electric lights; pretty little homes with beautiful gardens, that are rich and fragrant with an abundant growth



BUSINESS AND PRIVATE OFFICES OF
THE WOODBINE CHILDREN'S CLOTHING CO.



PIECE GOODS DEPARTMENT

of flowers; well cultivated vegetable gardens and spacious lawns, are to be seen on every hand.

In 1894 the *Baron de Hirsch Agricultural School* was opened, with the object of teaching an intelligent and practical course in scientific farming, thus preparing the young men of the colony to go out into the world equipped with a knowledge that would make them independent citizens wherever they should settle.

Every imaginable facility for teaching agriculture, in all its branches on a scientific and practical basis, has been installed here. How well this enterprise has performed its work is best told by the fact that over 400 young men have been graduated and are now located in all parts of the country, engaged in agricultural pursuits, and in many cases paying for their own farms.

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The education of the young was not neglected for a single moment, and has been advanced from the first one-room school, until to-day there are *Four Public Schools*, with 16 teachers; a Kindergarten School (the first one in Cape May County), and a Hebrew School. Woodbine is justly proud of the largest school building in Cape May County, outside of Cape May City; the average daily attendance is 600 children. The whole school system is under the direction of a Board of Education, elected by the people.

Woodbine has not stood still a single moment; the people are in love with the town and are progressive. There are seven large factories, one agricultural school, four public schools, three churches, one free library, a town hall, many stores, a thoroughly equipped fire department, and a public bath house, but *no jail*.



PIECE GOODS AND TRIMMINGS DEPARTMENT

HISTORY OF THE WOODBINE COLONY



EXAMINING AND SPONGING DEPARTMENT

The population has grown to over 3500 souls; a more thrifty, happy and contented lot of people would be hard to find.

These conditions have successfully combined Philanthropy and Business. The people here find ideal employment and their environments are elevating to a degree that would be impossible in any large city. *They become enthusiastic, patriotic citizens.*

One of the attractive features of Woodbine, is the ease with which the people become owners of their homes. Many of the workingmen own their homes, and started by a cash payment of as little as \$25.00. A house of 5 or 6 rooms, with a porch, is erected on a lot 50 x 150 feet, the land being charged in at a very low figure. After the first payment, the balance is secured by mortgage at 4% interest. Monthly payments are

then arranged to suit the purchaser, and range from \$3.50 to \$7.00 per month.

Every home has its bath-room ; is lighted by electric lights and is heated by steam heat, furnished from a central plant.

This gives the workman an incentive to work and save his money. Many of the inhabitants have paid for their homes in full. In this way the people take a personal pride in their homes and town and soon become prosperous individuals.

The people are coming rapidly out of the deplorable state in which they formerly lived in the "Slums" of the large cities, and the rising generation shows much advancement towards a higher plane of life both mentally and physically. They are apt students of advanced American ideas, and are fast becoming



DESIGNING AND CUTTING DEPARTMENT



CHILDREN'S TAILORING DEPARTMENT (1st floor)

thoroughly Americanized, making very desirable, self-respecting citizens.

The original introduction of factories was necessitated by local demands. A surplus of farm hands during the winter months, looked for employment; the number of people who were employed in the preparation of the farms and farm houses were loathe to return to the city and look for work, and the large number of people who were constantly seeking a permanent home, made it imperative that commercial life should be encouraged.

A young man opened a blacksmith shop in 1892, which speedily grew into a machine shop, where a number of young men learned the trade and are now employed as competent machinists. A needle industry was next started, giving employ-

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ment to many. Basket making and a pocketbook factory soon followed. Now there are two machine shops; three knitting mills; a hat factory and a large clothing factory.

A large number of the working people are expert tailors and are employed in the clothing factory, which is one of the largest of its kind in the country. It occupies a large fire-proof, brick building, (over 70,000 square feet of floor space). This factory is of special interest, as it gives steady employment to a large number of people, and has done much to improve their condition as well as advancing the fight against the "sweat-shop" with all its horrors; its unsanitary and disease-spreading surroundings.

This factory is operated by THE WOODBINE CHILDREN'S CLOTHING CO., with selling offices in all of the



CHILDREN'S TAILORING DEPARTMENT (2nd floor)



YOUNG MEN'S TAILORING DEPARTMENT

principal cities. The building is modern in every particular, it is large and airy, with many windows on both sides, affording an abundance of sunlight and pure air.

This plant is equipped with every known up-to-date appliance for the turning out of *high-class children's and young men's clothing* in many grades. Electricity is used entirely for power, and the building is thoroughly heated by steam.

The output of THE WOODBINE CHILDREN'S CLOTHING CO., alone, is at the rate of 1500 suits of clothes per day, and when one considers that two or three pieces make up each suit, they can form some idea as to the size and completeness of the plant.

One is impressed by the healthy appearance of the people employed in the clothing factory, instead of the pinched, hag-

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gard, colorless faces that are usually seen among the "sweat-shop" working people. Here are a lot of healthy, bright-eyed people, with ruddy cheeks that show plainly how their improved environments have made their life worth the living.

An idea of the rapid growth of this enterprise can be had from the fact that when the clothing factory was started, four year ago, they employed ninety people; six months later their payroll had increased to 150, and today six hundred souls find pleasant and profitable employment here; employment that it would be impossible for them to duplicate anywhere else. No labor troubles or hard times mar the tranquility of their life, but they have steady work under the most advantageous conditions.

In addition to the many other advantages derived from all these improved conditions, they have rent, light, heat and power



PRESSING DEPARTMENT



FINAL INSPECTION DEPARTMENT

free of cost, as an incentive for them to keep the people employed. This is a big item, it reduces their running expenses far below the minimum of any of their competitors, and enables them to produce clothing at a price that cannot be met by any other house.

Here Ready Made Clothing is made by a system in which the various parts are made by certain sets of workmen. One set will work on pockets; one set on collars; one set on sleeves; one set on arm holes; one set on finishing; one set on button-holes; one set sewing on buttons; one set on pressing the various parts of the garment, etc., etc., in all there are 30 different sets of workmen handling each suit. By this method each person becomes an expert in his particular part, and as this is the only place here where the tailoring inhabitants can find employment, it necessarily follows that their continual employment at one place

enables the factory to produce a line of clothing of a far better quality and more uniform than can be turned out in any other way.

They save the contractor's profit, as they handle the entire proposition themselves, making them the direct employers of the people who do the work. All work is paid for by "piece work," which eliminates much dissatisfaction among employees.

Here they produce *sanitary clothing*, in a large, well-lighted, well-ventilated factory, that stands right out in the open country; made by people who live under the most enjoyable surroundings, and who are experts in the business.

Their product is subjected to a most rigid inspection from start to finish, which safeguards the high standard of their work. The cloth is carefully examined and sponged before going to the cutting department, and each piece of work is



GENERAL STOCK DEPARTMENT



RECEIVING AND SHIPPING DEPARTMENT

watched and must pass a critical examination before being put into stock, thus insuring at all times, the highest type of work it is possible to produce.

They specialize in CHILDREN'S and YOUNG MEN'S CLOTHING. The *Children's* line range in age from 6 to 17 years. The line includes "Double Breasted," "Knickerbockers," Suits, "Reefers," "Top" and "Rain Coats." The *Young Men's* line range in age from 14 to 22 years, size 30 to 38. The line includes Suits, Overcoats, "Rain" and "Top" Coats. Every garment is right in every particular. The whole line has that "tailored" finish so much desired and so generally absent in ready-made clothing. The wide range in styles, fabrics and prices enables them to successfully cater to all classes of trade.

The quality of the clothing produced here is far above any similar line and defies competition. Prices range, on the Chil-

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JOSEPH SCHOENEMAN



J. SALSBURG



JOSEPH ROBINOWITZ

The Woodbine Children's Clothing Co. is composed of
above gentlemen.

OUR SELLING FORCE



The above salesmen travel the districts indicated below :

- | | |
|--|---|
| 1. F. R. WALBRUM, Oregon, Washington, Montana, Idaho, Wyoming. | 6. E. KERNGOOD, Baltimore, Md., and Washington, D. C. |
| 2. CARL F. WUERTHNER, Michigan. | 7. ARTHUR SALSBURG, Pennsylvania. |
| 3. PENROSE T. SCHOENEMAN, Ohio. | 8. HARRY WALLBRUM, Illinois, Iowa, Missouri. |
| 4. FRED. WACHENHEIM, Arkansas, Louisiana, Oklahoma, Texas. | 9. BERT D. GILLETTE, Indiana, Michigan. |
| 5. CHAS. KATZ, Pennsylvania, Indiana, Michigan. | |

OUR SELLING FORCE



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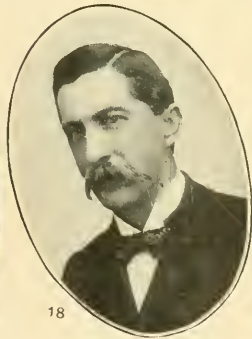
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The above salesmen travel the districts indicated below :

- 10. BENJ. SALSBURG, Pennsylvania, West Virginia.
- 11. JULIAN K. SOLMONSON, California, Nevada, Utah, New Mexico, Colorado.
- 12. MOE MIRBACH, New England States.
- 13. HARRY WEINBERG, New York State.
- 14. MORRIS KOCH, Kentucky, Tennessee.

- 15. WALTER S. ELFELT, Kansas, Missouri, Nebraska.
- 16. G. C. ELFE, Georgia, Alabama, Florida.
- 17. FELIX B. CONHEIM, Minnesota, Wisconsin.
- 18. F. L. CASTEX, North and South Carolina.

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dren's line, from \$1.00 to \$4.50, and on the Young Men's line, from \$4.50 to \$9.00. Every discriminating buyer who sees the line is at once struck by the unusual value it offers.

The personnel of the WOODBINE CHILDREN'S CLOTHING CO. is made up of men who have had years of experience in the clothing business in all its branches; they are successful clothing men, and know what good clothing is and how it should be made; they are ever alert to improve the quality of their output, both as to material and workmanship; they are thus well equipped for the production of an unusually attractive line.

The selling force is made up of men of integrity and ability, whose experience is of great assistance to many merchants, in the selection of their lines.

To those who carry the WOODBINE CHILDREN'S CLOTHING COMPANY'S line, no word from them is necessary to convince that they are handling the most satisfactory and profitable line of clothing it is possible to obtain. To those who do not handle the line, they offer every opportunity for them to see and become familiar with it, feeling sure that a mere casual inspection will at once convince them of the truth of these statements.

While the philanthropic side of the question is not to be lost sight of, but should appeal to every human being, in that the enterprise at Woodbine stands for the uplift of a down-trodden humanity, they are not asking for trade on that basis, but simply for the sound business reason that the WOODBINE CHILDREN'S CLOTHING CO. produces better clothing and offers more real value than any other similar line.

THE WOODBINE CHILDREN'S CLOTHING CO.

Main Office, S. W. COR. SIXTH AND ARCH STS.
PHILADELPHIA, PENNA.

SELLING OFFICES:

NEW YORK CITY
Broadway Central Hotel
ST. LOUIS, MO.
Silk Exchange Building

BALTIMORE
Piper Building
TOLEDO, OHIO
Smith & Baker Building

CHICAGO
Medinah Building
LOUISVILLE, KY.
SAN FRANCISCO, CAL.

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